

**Subject:** Re: First Thursdays Trolley Ridership  
**From:** Lorena Parker  
**Date:** 11/21/2016 03:10 PM  
**To:** Jonathan Williams  
**CC:** "Bezmalinovich, Augie" <[ABezmalinovich@portla.org](mailto:ABezmalinovich@portla.org)>

How about after our next board meeting on 12/7/16?

Lorena Parker  
*Executive Director*  
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On Mon, Nov 21, 2016 at 3:06 PM, Jonathan Williams <[jwilliams@labattleship.com](mailto:jwilliams@labattleship.com)> wrote:  
My next openings are 12/1. Let me know what may work.

On Mon, Nov 21, 2016 at 3:05 PM, Lorena Parker <[lparker@sanpedrobid.com](mailto:lparker@sanpedrobid.com)> wrote:  
Augie,

Let's just have an informal meeting with Jonathan, you and me. We can discuss.

What's your schedule? I'm not in Wed-Fri. this week.

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On Mon, Nov 21, 2016 at 2:39 PM, Bezmalinovich, Augie <[ABezmalinovich@portla.org](mailto:ABezmalinovich@portla.org)> wrote:

OK, not sure - I like the idea of creating a PBID adhoc subcommittee on the Trolley - I would be willing to chair and I would like Jonathan on that committee.

When we started with 1<sup>st</sup> Thursday Trolley service, I did see people aboard and I'm wondering if maybe the cold weather has something to do with it? Is 1<sup>st</sup> Thursday's getting less folks now in the winter time? Is it not being promoted?

**From:** Lorena Parker [mailto:[lparker@sanpedrobid.com](mailto:lparker@sanpedrobid.com)]  
**Sent:** Monday, November 21, 2016 12:11 PM  
**To:** Bezmalinovich, Augie  
**Subject:** First Thursdays Trolley Ridership

Augie,

We've been running the First Thursday trolleys for awhile now and I wanted to report back to you that there is almost zero ridership.

I'm wondering if those funds can be spent more efficiently?

Your thoughts?

Lorena Parker

*Executive Director*

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Kind Regards,

Jonathan Williams  
President & CEO

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